BASIC MENTHOL PLAN

OBJECTIVE

IMPROVE BASIC MENTHOL PERFORMANCE (from what level; you should quantify this in terms of market share)

- ESPECIALLY BASIC FULL FLAVOR MENTHOL

Basic menthol stable at 1 share - achieve 1.3 share including lungs

~~Af~~ menthol ~~[illegible]~~ decline since feb 94 (0.15) currently (.10)

feb .25 current .21 - achieve .3 share ~~of menthol~~

mostly by improvement in ~~Af~~ share

(light packings) stable flat (.83 combined share)

- achieve 1 share ~~menthol~~

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Source: https://www.industrydocuments.ucsf.edu/docs/fxjm0004

BASIC MENTHOL PLAN

STRATEGY

LOCALIZED PROGRAMS IN AREAS WHERE THERE IS POTENTIAL FOR BASIC MENTHOL GROWTH

(Are there any more strategies such as visibility)

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Source: https://www.industrydocuments.ucsf.edu/docs/fxjm0004

BASIC MENTHOL PLAN

STRONG FULL FLAVOR MENTHOL MARKETS FOR BASIC

CRITERIA

- BASIC HAS 100+ FULL FLAVOR MENTHOL SDI
- FULL FLAVOR MENTHOL CATEGORY HAS 100+ SDI

ATLANTA	BIRMINGHAM	CLEVELAND
COLUMBUS	DETROIT	MILWAUKEE
PENSACOLA	PITTSBURGH	RALEIGH/DURHAM
SAVANNAH	BUFFALO	RICHMOND

What about other criterions?

- Kool, Salem, Newport development
- Discount Brand development

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BASIC MENTHOL PLAN

OPPORTUNITY MARKETS FOR BASIC FULL FLAVOR MENTHOL

CRITERIA

- BASIC FULL FLAVOR MENTHOL SDI 100 OR LESS
- FULL FLAVOR MENTHOL CATEGORY SDI 100+

BALTIMORE	CHICAGO	HARRISBURG
HARTFORD	HAWAII	JACKSON
JACKSONVILLE	LAKE CHARLES	MEMPHIS
MIAMI	NEW ORLEANS	NEW YORK
PHILADELPHIA	RHODE ISLAND	ST. LOUIS
SYRACUSE	WASHINGTON	

Same as last page

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BASIC MENTHOL PLAN

STRONG MARKETS FOR BASIC LIGHTS MENTHOL

CRITERIA

- BASIC LIGHTS MENTHOL SDI 100+
- LIGHTS MENTHOL CATEGORY SDI 100+

ATLANTA	BIRMINGHAM	CHARLESTON
CINCINNATI	CLEVELAND	COLUMBIA
COLUMBUS	DETROIT	GRAND RAPIDS
GREENVILLE	INDIANAPOLIS	LOUISVILLE
PENSACOLA	PITTSBURGH	RALEIGH/DURHAM
SAGINAW	SAVANNAH	TOLEDO

Add other criterions

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BASIC MENTHOL PLAN

OPPORTUNITY MARKETS FOR BASIC LIGHTS MENTHOL

CRITERIA

- BASIC LIGHTS MENTHOL SDI 100 OR LESS
- LIGHTS MENTHOL CATEGORY SDI 100+

BALTIMORE	BUFFALO	CHICAGO
DESMOINE	GREEN BAY	HARRISBURG
HAWAII	JACKSON	JACKSONVILLE
KANSAS CITY	LAKE CHARLES	MEMPHIS
MILWAUKEE	NEW ORLEANS	OMAHA
PEORIA	RICHMOND	SPRING
ST LOUIS	TAMPA	WASHINGTON

Same as before

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Source: https://www.industrydocuments.ucsf.edu/docs/fxjm0004